

Message

From: Mata, Carsen [Mata.Carsen@epa.gov]
Sent: 7/23/2020 4:26:42 PM
To: Byck, Sabina [Byck.Sabina@epa.gov]
Subject: i can't FW: For Review: R2 Social Media Content for Week of 7/27-7/31

Carsen Mata

Congressional Liaison for NY, NJ, PR & USVI
U.S. EPA - Region 2
Public Affairs Office
290 Broadway | 26th Floor
New York, NY 10007
212-637-3652 | mata.carsen@epa.gov

From: Gromer, David <Gromer.David@epa.gov>
Sent: Thursday, July 23, 2020 12:22 PM
To: Mata, Carsen <Mata.Carsen@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

Noted.

From: Mata, Carsen <Mata.Carsen@epa.gov>
Sent: Thursday, July 23, 2020 12:22 PM
To: Gromer, David <Gromer.David@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

No need to check until later I'm sure she's very busy and Pete is traveling. Don't email her.

Carsen Mata

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From: Gromer, David <Gromer.David@epa.gov>
Sent: Thursday, July 23, 2020 12:19 PM
To: Mata, Carsen <Mata.Carsen@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

Not that I know of. I'll check with her.

From: Mata, Carsen <Mata.Carsen@epa.gov>
Sent: Thursday, July 23, 2020 12:19 PM
To: Gromer, David <Gromer.David@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

No problem but please CC the team in the future so we're all in the loop. Did Mary send the content to Pete yet?

Carsen Mata

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From: Gromer, David <Gromer.David@epa.gov>
Sent: Thursday, July 23, 2020 12:15 PM
To: Mata, Carsen <Mata.Carsen@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

Did that first thing this morning. I think I forgot to CC you and the team though. My mistake.

From: Mata, Carsen <Mata.Carsen@epa.gov>
Sent: Thursday, July 23, 2020 12:00 PM
To: R2 Social Media Team <R2_Social_Media_Team@epa.gov>
Subject: FW: For Review: R2 Social Media Content for Week of 7/27-7/31

Hey David,

Making sure you saw this – please incorporate Mary's edit and re-send her a clean copy with the email that she can send to Pete for his review. Thanks.

Carsen Mata

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From: Mears, Mary <Mears.Mary@epa.gov>
Sent: Wednesday, July 22, 2020 5:57 PM
To: Gromer, David <Gromer.David@epa.gov>
Cc: R2 Social Media Team <R2_Social_Media_Team@epa.gov>
Subject: RE: For Review: R2 Social Media Content for Week of 7/27-7/31

Thank you, David,

Looks generally good. Let's add "Great Lakes" to the Area of Concern tweet – See below highlighted and in red. Once you make that change, I can pass along to Pete.

Mary Mears
U.S. EPA Region 2
Public Affairs Director
(212) 637-3673 (office)

Ex. 6 Personal Privacy (PP)

From: Gromer, David <Gromer.David@epa.gov>
Sent: Wednesday, July 22, 2020 4:13 PM
To: Mears, Mary <Mears.Mary@epa.gov>
Cc: R2 Social Media Team <R2_Social_Media_Team@epa.gov>
Subject: For Review: R2 Social Media Content for Week of 7/27-7/31

Hi Mary,

Please see below our proposed social media content for the week of 7/27 – 7/31. Please review and let us know if this is good to go to Pete.

Thanks a lot!

Best,

David

TOPICS:

Monday - July 27, 2020: Berry Lane Park / CCLR Brownfields Webinar
Tuesday - July 28, 2020: Gowanus CAG Meeting
Wednesday - July 29, 2020: Riverside Public Meeting
Thursday - July 30, 2020: Areas of Concern Informational Post
Friday - July 31, 2020: Lake Appreciation Month Lake Champlain Basin Program

TOPIC	POST DATE	MESSAGE
Berry Lane Park	Monday – July 27, 2020	Twitter/Facebook: #EPAat50:Once a #brownfield, Berry Lane Park in Jersey City, New Jersey is a shining example of how communities work together to turn a wasteland into a recreational oasis! #BetterTogether
CCLR Brownfields Webinar	Monday – July 27, 2020	Twitter: @LandRecycling is hosting a free #Brownfields webinar on July 30 from 11am to 12pm. The webinar will focus on prioritizing sites and tips for online marketing. Register here now: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA Jto?mc_cid=1234567890 Facebook:

If you're interested in learning more about taking inventory, prioritizing sites, and online marketing, join for a free webinar to discuss these topics and more on Thursday July 30 from 11a-12p. Register today: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto?mc_cid=60100000000000000000000000000000

Twitter:

#ICYMI The next virtual@GowanusCAG meeting is on tonight at 6:30 pm. We'll be discussing the latest Gowanus Canal #Superfund site and will be answering your questions. Come and join us. Thank you for

Tonight is the next virtual meeting of the Gowanus CAG, where we'll be discussing the latest developments on the Superfund site, as well as answering your questions. We look forward to your participation.

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Riverside Public Meeting	Wednesday – July 29, 2020	<p>Twitter:</p> <p>We will be hosting a virtual public meeting on Wednesday Aug 5, 7p – 9p, to present the plan to clean up the Riverside Industrial Park #Superfund site. We'll be answering your questions too. Your input is important to us and the work we do. Register here: https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368</p> <p>Facebook:</p> <p>The proposed plan for cleaning up the Riverside Industrial Park #Superfund site, located at 29 Riverside Avenue in Newark, has been selected after considering several alternatives. We will be hosting a virtual public meeting on August 5 from 7pm to 9pm. Register here: https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368</p> <p>Public input is essential to EPA's decision making, and public comment is important to both the agency and the community. We have now opened up the public comment period, which will run until August 21. You can also read the proposed plan here: http://www.epa.gov/superfund/riverside-industrial</p>
Informational post on Areas of Concern	Thursday – July 30, 2020	<p>Twitter:</p> <p>Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ecosystem's ability to support natural resources could be impaired due to serious pollution problems. There are currently 36 AOCs on EPA's AOC list. Register here: https://www.epa.gov/great-lakes-aocs</p> <p>Facebook:</p> <p>Are you familiar with Areas of Concern? An area of concern is an area where the ecosystem's ability to support natural resources is impaired due to serious pollution problems. In other words, it's a site that has experienced environmental degradation. There are 36 AOCs on EPA's AOC list, so maybe there's one in your area. Find out more here: https://www.epa.gov/great-lakes-aocs</p> <p>Areas of concern were first designated in 1987 when the United States and Canada established the U.S.-Canada Great Lakes Water Quality Agreement due to environmental degradation as a result of human activities.</p>

<p>Lake Appreciation Month: Lake Champlain Basin Program</p>	<p>Friday - July 31, 2020</p>	<p>Twitter:S/O to our partner, @LakeChamplainBasin Program, for preventing the highly invasive aquatic Lake Champlain. Learn more about how they prevented the aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!</p> <p>Facebook:Shout out to our partner, Lake Champlain Basin Program, for the work they're doing to protect Lake Champlain. Over the past year, the program has been working to prevent the highly invasive aquatic plant hydrilla from invading the lake. Hydrilla is known to displace native plants, clog waterways, and interfere with boating, fishing, and swimming. It is very hard to control, which is why interception is essential. Learn more about how Lake Champlain Basin Program is preventing the aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!</p>
<p>[Placeholder for RA PR Trip Retweet]</p>	<p>Friday - July 31, 2020</p>	<p>Twitter: [placeholder]</p>